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Press release

Confident and effective: Messe München International launches new brand campaign

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- **International ad campaign characterized by clear catchwords**
- **Closer link between umbrella brand and trade-fair brands**
- **Relaunch of online presence**

Munich, August 21, 2012. Powerful and confident – that is the new brand campaign of Messe München International. The ads are effective because they use strong images and striking headlines: The slogan “Germany’s Best Trade Fair Perspectives” appears above a panorama of Munich and the Alps, “Germany’s Greenest Trade Fair Corporation” is above a trade-fair center embedded in a meadow, and “Germany’s Global Trade Fair Center” appears over the skyscrapers of the Pudong quarter in Shanghai – China is one of Messe München’s target markets. The “M” in the brand logo is integrated into oversized catchwords such as “Competence”, “Environment” and “Welcome”. Terms that define the company’s core values.

“Each year our trade fairs draw millions of international business decision-makers, and we give our customers from around the world outstanding service quality,” says Klaus Dittrich, Chairman/CEO of Messe München. “We are using this image campaign to affirm our claim to be one of the leading organizers of trade fairs in the world.”

Umbrella brand and trade-fair brands more closely linked

The company is also using the campaign to sharpen the profile of its umbrella brand. At the same time, it will also be linked more closely to individual events. On posters, for example, Messe München International incorporates itself into branding for its respective trade fairs by including a header logo at the top and a footer logo at the bottom of the poster. “That way, both organizations benefit mutually from each other’s reputations, which also reinforces our successful, international growth trend, particularly in emerging markets,” explains Dirk Sturny, Head of the Central Division for Marketing and Communication.

Image building in focus markets

The ads used in the brand campaign will appear in print media that reach a broad-based audience such as “DER SPIEGEL”, “Manager-Magazin” and “WirtschaftsWoche”. Ad banners will also appear at the “Handelsblatt Online” site. At the international level, the campaign will run in the company’s strategic focus markets, i.e. China, India, Brazil, Russia and Turkey. The campaign will be

launched in mid-August. In addition, oversized posters will be used to address the citizens of Munich.

The campaign was developed by the Bloom Project agency. Creative Director Holger Wiesenfarth explains: “The most fascinating thing about developing this brand campaign was that it involved a long-term approach. In addition, the brand values that are cited and having the brand mark integrated into them ensures a confident, independent presence.”

Pioneering online presence

Following a comprehensive relaunch, the umbrella brand’s strong online presence can now be experienced on the Internet. It uses expansive, emotional and rolling visual images to reflect the character of trade fairs as an “experience”. However, it is much more than just a fresh coat of paint: Based on extensive market analyses and visitor surveys, the frontend, backend, content and IT infrastructure were completely redesigned, and the services and user-friendly nature of the site target the needs of exhibitors and visitors alike.

Expansion of the website will continue gradually. Once the umbrella-brand site is complete, the websites of the ICM Internationales Congress Center München and the MOC Veranstaltungszentrum München will be updated, as will the websites of the international subsidiaries. The individual event brands will follow suit later.

Messe München International

Messe München International is one of the world’s leading trade show companies. In

Munich alone it organizes around 40 trade shows for capital and consumer goods, and key high tech industries. Each year more than 30,000 exhibitors and around two million visitors take part in the events held in the New Munich Trade Fair Center, the ICM – International Congress Center Munich, and in the MOC Event and Order Center. The leading international trade fairs of Messe München International are all FKM-certified, i.e. exhibitor and visitor numbers and the figures for exhibition space are collected in line with agreed standards and independently audited on behalf of the FKM (Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen), a society for the voluntary monitoring of fair and exhibition statistics.

In addition, Messe München International organizes trade shows in Asia, Russia, the Middle East and South America. With six subsidiaries in Europe and Asia and more than 60 foreign representatives actively serving over 90 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role as regards sustainability: It is the first trade show company to be awarded energy efficiency certification from the technical inspection authorities TÜV SÜD.